



Designs Group Consulting
International

Dannel Botkin, a marketing, sales, and operations professional with more than 25 years of experience, serves as President and Owner of Designs Group Consulting (DGC), an Arkansas-based marketing firm. Botkin founded DGC in 2015, bringing metropolitan and corporate experience to her customers. She works with clients and staff all over the USA and in Europe. As brand builders, storytellers, designers, and operational gurus, DGC combines branding, material design, advertising, technology, digital marketing, and strategic planning with a one-on-one approach to marketing.

Dannel's international business experience includes working with Chantal Thomass, Ritratti, Lise Charmel, Triumph, Aliza Regar, Gemma, Coca-Cola, Hunter Douglas, Neiman-Marcus, Nintendo, Thomson-Leeds, Victoria's Secret, Warner Bros., Giulio and WellCare. Her career includes stints in Barcelona, Spain, Dallas, NYC, and Tampa. She served in various positions, including CEO, with various companies, managing several multi-million-dollar marketing budgets and businesses. Her expertise and experience in marketing and operations is extensive.

Before founding DGC, Botkin served as the Marketing Director for Hot Springs Village POA from mid-2011 to early-2015. During her short tenure, with the POA, she launched the HSV Visitor Center as part of successful marketing strategy to welcome visitors and potential residents. She created new marketing materials, advertising programs, social media campaigns, print materials, direct mailers, videos and websites all showcasing HSV. Botkin also developed and managed new events like the Motorcycle & Scooter Show, Zombie Run, Open House Weekends and Triathlon; the latter lasted seven years. Each event sold homes, excited current residents about living in the Village, and opened the gates to potential new residents and visitors. She is an expert in marketing and operations and is highly regarded in her field of business.

Botkin currently serves as a Board Director of the Village Employee Benefit Fund and the Hot Springs Village Community Foundation. Botkin is also a Board of REALTOR(s) affiliate. And, she is past Board President for the Village Loan Closet and Progressive Connections plus a past Board Director for the HSV Area Chamber of Commerce. Dannel loves Hot Springs Village and says, "this magical place is my forever home". After living in some of the largest cities in the world and traveling to over fifteen countries and almost every state in the U.S., she enjoys the beauty and quiet of the Village. Dannel is deeply invested in the Village and is committed to helping it and the surrounding area grow and prosper.

Designs Group Consulting (DGC) currently serves small to large businesses across America in almost every industry including logistics, real estate, tourism, hospitality, food & beverage, agriculture, medical, financial, insurance, luxury goods, non-profits, city governments, along with business services such as heat and air, elderly care, construction and more. DGC is continually providing pro-bono graphic designs for area charities and clubs such as the Village Cancer Walk, Kiwanis Club, Rotary Club, Special Olympics, Hot Springs Village, Fountain Lake & Jessieville Fire Departments, Citizen Police Academy, HSV Animal Welfare League, Arkansas Senior America Pageant and more.

Awards: Dannet Botkin was inducted into the Who's Who 2009-2010 Edition, Voted Best POA Employee in 2013, and won the HSV Area Chamber of Commerce Entrepreneur of the Year in 2016.